

CONTRACT

WHIO-TV
PO Box 809606
Chicago, IL 60680-9606
(855) 333-2676

<u>Contract / Revision</u> 105016 /		<u>Alt Order #</u> 08221210
<u>Product</u> PRIORITIES USA ACTN		
<u>Contract Dates</u> 11/01/16 - 11/07/16		<u>Estimate #</u> 4563
<u>Advertiser</u> ISS/Priorities USA Action-A		<u>Original Date / Revision</u> 09/22/16 / 09/23/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHIO-TV	<u>Account Executive</u> Philadelphia CoxRep	<u>Sales Office</u> CoxReps Philad
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u> 750	<u>Product 1/2</u> 760
<u>Agency Ref</u> 9722		<u>Advertiser Ref</u> 14205

And:

Targeted Platform Media LLC
1291 Hollywood Avenue
Annapolis, MD 21403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WHIO	11/01/16	11/07/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-02		NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				3	\$600.00					
N 2	WHIO	11/01/16	11/07/16	Stephen Colbert	11:35 PM-12:35 X		:30			P-02		NM	2	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				2	\$925.00					
N 3	WHIO	11/01/16	11/07/16	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-02		NM	4	\$6,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				4	\$1,525.00					
N 4	WHIO	11/01/16	11/07/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-02		NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				2	\$1,000.00					
N 5	WHIO	11/01/16	11/07/16	Daybreak Edition 5a	5:00 AM-5:30 AM		:30			P-02		NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				5	\$700.00					
N 6	WHIO	11/01/16	11/07/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-02		NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				4	\$2,000.00					
N 7	WHIO	11/01/16	11/07/16	Daybreak Edition 530a	5:30 AM-6:00 AM		:30			P-02		NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				4	\$900.00					
N 8	WHIO	11/01/16	11/07/16	NewsCenter 7 530p	5:30 PM-6:00 PM		:30			P-02		NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				3	\$2,200.00					
N 9	WHIO	11/01/16	11/07/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02		NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				4	\$2,500.00					
N 10	WHIO	11/01/16	11/07/16	Daybreak Edition 6a	6:00 AM-7:00 AM		:30			P-02		NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				4	\$1,200.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



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PO Box 809606
Chicago, IL 60680-9606
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<u>Contract / Revision</u>	<u>Alt Order #</u>
105016 /	08221210

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/16 - 11/07/16	PRIORITIES USA ACTN	4563

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/Priorities USA Action	09/22/16 / 09/23/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 11	WHIO	11/01/16	11/07/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				4	\$2,000.00					
N 12	WHIO	11/01/16	11/07/16	CBS This Morning	7:00 AM-9:00 AM		:30			P-02		NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				4	\$1,000.00					
N 13	WHIO	11/01/16	11/07/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-02		NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				3	\$550.00					
N 14	WHIO	11/04/16	11/04/16	Friday Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	----1--				1	\$2,750.00					
N 15	WHIO	11/06/16	11/06/16	Face The Nation	10:30 AM-11:30 A		:30			P-02		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1				1	\$2,000.00					
N 16	WHIO	11/06/16	11/06/16	Sun Prime Hour 2	8:00 PM-9:00 PM		:30			P-02		NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1				1	\$3,250.00					
N 17	WHIO	11/03/16	11/03/16	Thur Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	---1---				1	\$3,250.00					
N 18	WHIO	11/01/16	11/07/16	M-Su 11p News	11:00 PM-11:35 P		:30			P-02		NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTFSS				2	\$2,200.00					
N 19	WHIO	11/01/16	11/01/16	Tue Hour1	8:00 PM-9:00 PM		:30			P-02		NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-1-----				1	\$4,250.00					
N 20	WHIO	11/02/16	11/02/16	Wed Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	--1----				1	\$3,250.00					
Totals									0.00				54	\$85,050.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/07/16	54	\$85,050.00	(\$12,757.50)	\$72,292.50
Totals	54	\$85,050.00	(\$12,757.50)	\$72,292.50

Signature: _____ **Date:** _____

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Thank you for your business!

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES
SEP21/16 12.51
*** WHIO-TV ***

REP. # _____ OFF. # _____ SALESMAN # _____

BUYER NAME KATHRYN WELSH

SALES PRSN PH- NICK WELTJE

	CLASS: NATL.	LOCAL	REGIONAL
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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP 01 / 10 _____

TO DEANNA
FR JARED
REVISED RATES ON ALL LINES
ADDED SPOTS ON LINES 3,5,9,11
TOTAL SAME
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS
AGENCY ADVERTISER CODE = 750 AGENCY PRODUCT CODE = 760 AGENCY EST# = 4563												

1	R	1000A-1100A	30	\$600.00	11/1	11/7	3	TU-F,M	3
PROGRAM : DR. PHIL									
CON COM1 : DR. PHIL									
2	R	1135P-1235A	30	\$925.00	11/1	11/7	2	TU-F,M	2
PROGRAM : LATE SHOW WITH COLBERT									
CON COM1 : LATE SHOW WITH COLBERT									

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
SEP21/16 12.51
CHANGES
*** WHIO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	RS		1200N-1230P	30		\$1,525.00	11/1	11/7	4		TU-F,M	4
PROGRAM : NEWSCENTER 7												
CON COM1: NEWSCENTER 7												
4	R		400P-500P	30		\$1,000.00	11/1	11/7	2		TU-F,M	2
PROGRAM : ELLEN												
CON COM1: ELLEN												
5	RS		500A-530A	30		\$700.00	11/1	11/7	5		TU-F,M	5
PROGRAM : DAYBREAK EDITION												
CON COM1: DAYBREAK EDITION												
6	R		500P-530P	30		\$2,000.00	11/1	11/7	4		TU-F,M	4
PROGRAM : NEWSCENTER 7												
CON COM1: NEWSCENTER 7												
7	R		530A-600A	30		\$900.00	11/1	11/7	4		TU-F,M	4
PROGRAM : DAYBREAK EDITION												
CON COM1: DAYBREAK EDITION												
8	R		530P-600P	30		\$2,200.00	11/1	11/7	3		TU-F,M	3
PROGRAM : NEWSCENTER 7												
CON COM1: NEWSCENTER 7												
9	RS		600P-630P	30		\$2,500.00	11/1	11/7	4		TU-F,M	4
PROGRAM : NEWSCENTER 7												
CON COM1: NEWSCENTER 7												
10	R		600A-700A	30		\$1,200.00	11/1	11/7	4		TU-F,M	4
PROGRAM : DAYBREAK EDITION												
CON COM1: DAYBREAK EDITION												
11	RS		700P-730P	30		\$2,000.00	11/1	11/7	4		TU-F,M	4
PROGRAM : WHEEL OF FORTUNE												
CON COM1: WHEEL OF FORTUNE												

FROM REP SEP21/16 12.51
CHANGES *** WHIO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	R		700A-900A PROGRAM : CBS THIS MORNING CON COM1: CBS THIS MORNING	30		\$1,000.00	11/1	11/7	4		TU-F,M	4
13	R		900A-1000A PROGRAM : KELLY AND MICHAEL CON COM1: KELLY AND MICHAEL	30		\$550.00	11/1	11/7	3		TU-F,M	3
14	R		1000P-1100P PROGRAM : BLUE BLOODS CON COM1: BLUE BLOODS	30		\$2,750.00	11/4	11/4	1		FRI	1
15	R		1030A-1130A PROGRAM : FACE THE NATION CON COM1: FACE THE NATION	30		\$2,000.00	11/6	11/6	1		SUN	1
16	R		800P-900P PROGRAM : MADAM SECRETARY CON COM1: MADAM SECRETARY	30		\$3,250.00	11/6	11/6	1		SUN	1
17	R		1000P-1100P PROGRAM : ELEMENTARY CON COM1: ELEMENTARY	30		\$3,250.00	11/3	11/3	1		THU	1
18	R		1100P-1135P PROGRAM : NEWSCENTER 7 CON COM1: NEWSCENTER 7	30		\$2,200.00	11/1	11/7	2		TU-M	2
19	R		800P-900P PROGRAM : NCIS CON COM1: NCIS	30		\$4,250.00	11/1	11/1	1		TUE	1
20	R		1000P-1100P PROGRAM : CODE BLACK CON COM1: CODE BLACK	30		\$3,250.00	11/2	11/2	1		WED	1

REP HEADLINE# 8221210 TRF# 105016
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP21/16 12.51
*** CHANGES *** ** WHIO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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NOV/16 85050.00

CONTRACT TOTAL 85050.00
TOTAL SPOTS 54

MARKET TOTALS \$137,177 WHIO 62% WDTN 21% WKEF 10% WRGT 5% CABL 0% WBDT 2%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE